



L.E. MacWilliams

Region Operations Manager
Buffalo #1600

June 9, 1998

TO: REGION KAM's, AM's, DM's, RM's, SR's & RR's

RE: AUGUST 3RD QUARTER WORKPLAN

Ladies & Gentlemen:

Attached for your review and reference are details of the August Workplan and summary of 3rd quarter workplan activities.

Please provide any input you may have concerning the new Workplan Brochures, enclosed with this mailing. I believe you will find it an excellent selling aid with retailers.

*Special note to all managers and SR's with DPC wholesalers: please ensure you follow-up with Direct Account contacts concerning the revised retail DPC accounts lists that were sent to you on 5/28/98 (reference Sarah Rush's letter 1998 July DPC - promo #801037). **We will begin utilizing these lists to drive allocations to your direct customers. Any changes to lists must be sent to the ROU ASAP but no later than 6/26/98, attn. Sarah.**

Direct any questions you may have to your manager or myself.

Sincerely,

Lori

L.E. MacWilliams
ROM/#1610
:etb

cc: W. Roth
S. Callaghan
S. Rush

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